



American Nonsmokers' Rights Foundation



TO THE HEALTH
OF YOUR BUSINESS.



THIS IS ABOUT YOU, YOUR EMPLOYEES,
YOUR CUSTOMERS AND YOUR BUSINESS.

IT'S NOT ABOUT THEM...



Tobacco smoke wafting through the air in your restaurant is bad for business. It smells bad, it ruins the taste of food, and worse than that, it's a known carcinogen, affecting the health of your patrons and your employees.

Big Tobacco would have you believe that a ventilation system is enough. They want you to worry that your customers will go away if you're smokefree... As if they come to eat and drink at your establishment just because they can smoke. But that's just a smokescreen.

Smokers? Sorry, but they're a vanishing breed. Most would love to quit. And their numbers are declining, now almost half of what they were 30 years ago. Which means, depending on where you are in the U.S., up to 80% of your potential customers don't smoke.

So read on. Get hooked on why going 100% smokefree can benefit you, your employees, your customers, and your business. **And not them, Big Tobacco.**

"Sure I enjoy a cigarette after my meal, maybe with my coffee. But I don't like breathing other people's smoke while I'm eating my dinner. And I don't mind waiting until I leave the restaurant to light up. You're only dining for an hour, it's no big deal."

— Wanda Shaw, Smoker, San Jose, CA



HERE'S TO YOUR
CUSTOMERS!

welcome

"Welcome." This is the word the hospitality industry lives by, and we assume you do, too. Come back soon.

Attracting customers in the first place and getting them to come back are the lifeblood of any business. But could ambient tobacco smoke be driving away potential customers?

Well, yes. A smoke filled restaurant could indeed be driving away business...More business than you might imagine.

Let's face it. Smoke stinks. And with more and more smokefree environments, secondhand smoke stands apart – and stinks – all the more in public places.

Don't believe "good" ventilation can help, like Big Tobacco suggests. You need a Category 5 hurricane to blow it all out.

In fact, even with the most sophisticated and expensive ventilation system, carcinogens and toxins contained in smoke particulates still persist. And the air is still harmful to the health of your patrons and your employees.

Even the tobacco industry in its richly financed marketing campaigns admits that ventilation systems only eliminate the smell of tobacco smoke; they do nothing to protect people from the hazardous health effects:

"Options Philip Morris USA does not purport to address the health effects attributed to environmental tobacco smoke." —Options, Philip Morris USA

The 80% of people who don't smoke, and even a good portion of those who do smoke, don't like breathing it, eating with it, or leaving with it on their clothes and in their hair.

Keep your establishment living and breathing, and you'll be welcoming new faces more and more. Faces that will be coming back, bringing their friends, even their smoking ones, to spend money with you.

That's something to toast to, wouldn't you say?

How will your smoking clientele respond? Most will react favorably.

"For every smoker you lose, you gain a table of eight non-smokers. Anyway, there just seems to be more non-smokers."
— Denny's manager, Las Cruces, New Mexico

HERE'S TO YOUR HEALTH!



Ever notice in old movies of the 40s and 50s that everyone smoked? That's back when everyone did smoke, or so it seemed with nearly half of all adults lighting up just about anywhere – even theatres.

That was then. This is now. Almost everyone prefers smokefree environments. Except Big Tobacco. They're scared: *"Financial impact of smoking bans will be tremendous – three to five fewer cigarettes per day will reduce annual manufacturer profits a billion dollars plus a year."* —Philip Morris internal document, 1993.

And what about your profits? Study after study reports that receipts hold steady if not rise slightly when restaurants and bars go smokefree. Add to that lower overhead costs, and watch your profits soar.

The only studies that show restaurant profits drop are those affiliated with tobacco companies. Want to know the truth about economic impact of smokefree policies? All of the studies done properly — those which examine objective data such as sales tax receipts — consistently find NO negative economic impact. In fact, some restaurants experience a slight gain when they go smokefree.

So don't worry about putting the health of your business at risk by going smoke-free. Put the health of your customers and employees first, and you'll be doing your bank account a favor.

That's a happy ending we're sure you'll enjoy.

A black and white photograph of a hand holding a lit cigarette. The smoke is visible. The background is dark.

Smoking kills **400,000**
people each year and
researchers estimate that
53,000 *nonsmokers die*
each year as the result
of second-hand smoke.

***"Going smokefree is the best competitive move I have ever made.
I'll never go back to smoking in my restaurant."***

— Doug Mills, owner, Stage Stop Restaurant, Stockbridge, MI

HERE'S TO YOU AND YOURS!



For the most part, as far as your customers are concerned, your employees are you. Your servers, bartenders, kitchen staff, and most everyone else who's part of your team either contributes toward a positive customer experience or doesn't.

So why give them anything less than a healthy, smokefree workplace? Consider these dollars-and-cents benefits to you:

The **smiles** of happier, healthier employees **will** help **bring customers back** again and again, **bringing** their **friends** and **family** with them.

- **Cut your employee costs.**

Studies have shown healthier employees suffer less absenteeism and file fewer workers comp claims. They also cost less to insure. And that's not to mention they don't turn over as frequently, with all the associated training costs.

- **Boost your profits.**

Since all legitimate studies show that a restaurant's revenues hold steady or slightly rise in the wake of going smoke free it only makes sense that your profits will rise if you cut costs associated with operations and employees.

- **Cut your operating costs.**

Now think about cutting other costs – no additional ventilation, fewer filters to change, less cleaning and repainting, no burn holes, and last but not least, no more ashtrays to buy or empty. Plus, more and more insurance companies are discounting fire and property rates for smokefree restaurants.

The smiles of happier, healthier employees will help bring customers back again and again, bringing their friends and family with them. Why not put the interests of your team and your customers ahead of the interests of Big Tobacco? Don't your profits matter more?

Employees with higher health risks, including smoking, had higher rates of workplace injuries and worker compensation costs; the average workers' compensation costs for a smoker was \$2,189 compared to \$176 for a non-smoker.

— 2001 study in the *Journal of Occupational and Environment*

SO WHAT'S STOPPING YOU?

Since restaurants and bars began going 100% smokefree years ago, Big Tobacco has made a lot of empty claims about loss of jobs, loss of customers, and loss of revenues.

But what they've never been able to claim is that smoking promotes the health of your employees and customers, cuts your employee and operating costs, and boosts your profits. Going 100% smokefree can give you all this.

Clearly what matters to Big Tobacco is their profits, not yours. Join the tens of thousands of other restaurants and taverns across the U.S. in saying no to Big Tobacco and yes to healthier air and a healthier bottom line.

To find out more about what it takes to go smokefree, consult the action checklist on this page. We also highly recommend you visit www.tobaccoscam.ucsf.edu

Don't yield your business and profits to Big Tobacco any longer. Choose to make your establishment 100% smoke-free today. You won't regret it.

YOUR ACTION CHECKLIST FOR A 100% SMOKEFREE ESTABLISHMENT

- ☒ Announce to employees your commitment to a smokefree workplace.
- ☒ Create a timetable, with appropriate phase-in if necessary.
- ☒ Inform and educate employees, encouraging employees who smoke to use the new policy to quit smoking.
- ☒ Install no-smoking signs.
- ☒ Remove cigarette vending machines.
- ☒ Remove ashtrays and designate an outdoor area for smoking.
- ☒ Announce the news to your community; get new customers!
- ☒ Watch your costs drop and your profits grow!

"Smokers cost their employers nearly \$5,000 in additional costs each year."

– 1990 study by the Kaiser Permanente Medical Group of Southern CA

TOP THREE REASONS FOR YOUR BUSINESS TO BE

100% SMOKEFREE.

1. It's good for your business! You'll decrease costs and increase profit.
2. Good food and tobacco smoke don't mix.
3. Up to 80% of your customers don't smoke.


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